

MA Pavilion at Summer Fancy Food Show – MA Vendors Largest to Date

Sixty-three Massachusetts food and related businesses exhibited at the 2015 International Summer Fancy Food Show in New York City, June 28 – 30, at the Jacob Javits Center in New York City. These small to medium sized businesses met new customers and developed sales from the mostly independent retail buyers in attendance including farm stand operators looking to add Massachusetts value-added products to their inventory. The Massachusetts Pavilion, organized by MDAR, featured products from 26 Bay State food businesses and with a waiting list, was the largest Pavilion to date. There were 12 first time MA exhibitors. These businesses play crucial roles as part of the state's food system. Whenever it makes sense, MDAR works to make local connections to supply ingredients to these businesses, or for start-ups, work with shared use kitchens across the state.

Five Massachusetts companies earned prestigious “Sophi” awards, the Oscars of the specialty food world! Finalists included Zesty Cookie Company, Boxford, for their Hot Ginger cookies; Coop's Micro Creamery, Watertown, Vegan Hot Fudge; and Gold winners Nella Pasta, Quincy, Corn Caramelized Onion and Thyme pasta; Sauces N Love, Lynn, Pumpkin and Kale Alfredo; Tea Forte, West Concord, Vanilla Pea Tea Coops and Coop's MicroCreamy, Watertown, Salted Caramel Sauce. Coop's MicroCreamery and caramel maker McCrea's Candies, Hyde Park, collaborated to produce the award winning salted caramel topping.

Eight of the specialty food businesses exhibiting used the USDA FAS “Branded Program” to offset 50% of eligible exhibiting costs. In addition, a Buyers Mission was coordinated by MDAR and Food Export USA Northeast using FAS funds. Sixteen international buyers hosted with funds from USDA FAS met with U.S. specialty food businesses during on-on-one meetings over three days: June 26, 27, and 29th. The buyers were presented with an overview of the current US retail food market, followed by store tours of well known NYC specialty food businesses. They also met with exhibitors during the trade show, which has a reputation as the premier marketplace for value-added foods, with 2,400 exhibitors and 24,000 attendees.

Cape Cod Provisions LLC, MA, is a long time participant in the Buyers Mission to the Summer Fancy Food Show. “As a result of this mission, we have already lined up a distributor buyer in Canada for a fall and holiday pre-book of our French Canadian packaged products,” said Sue Faria. The company also utilized USDA MAP funds to develop and print French Canadian compliant packaging. Cape Cod Provisions LLC, of Pocasset, MA, has been making specialty chocolate and fruit confections since 1996.

Fancypants Baking Company, Walpole, also participated in the Buyers Mission at the Summer Fancy Food Show. As a result, they expect to ship orders to Japan and Germany in the next year. During the show, they met with UAE buyers and landed an initial order. Started in 2004, Maura Duggan and Justin Housman are expanding but have the same basic principles as when they started: simplicity is the key to making great cookies.

New for the 2016 Fancy Food Shows will be the opportunity for shared use kitchens to participate. The 2016 Massachusetts Pavilion is already being filled. Contact Bonita.Oehlke@state.ma.us for information.

MA Companies: 2015 New York Summer Fancy Food Show

Yellow – Massachusetts Pavilion

Branded - USDA's Branded Program offsets 50% of eligible costs

New – first time exhibitor

ASTAR INC. Wellesley, Importer

Bacci Chocolate Design, Swampscott, Chocolate and peanut butter

Batch, Boston, Specialty ice cream

Belgium's Chocolate Source, Wellesley, Imported chocolate

Berkshire Bark, Sheffield; handmade chocolate

Biena Foods, Snack time revolutionized with chickpeas **Branded**

Blossum Water, Westwood, <http://drinkblossomwater.com/>, Herb and flower infused beverages

Bluewater Farms, West Wareham, Cranberry juice **New**

Bonnie's Jams, Cambridge, Traditional style jams

Boston's Best Coffee Roasters, South Easton

Bountiful Pantry, Nantucket, Soup mixes

Boyajian Inc., Canton, Unique cooking oils

Cape Cod Provisions, Pocasset, Chocolate enrobed cranberries and fruit

C'est Gourmet, Framingham, French pastries

Coastal Goods, Barnstable, Creative herbs, salts and spice blends

Cocoa Sante, Concord, Gourmet hot chocolate **New**

Coop's Microcreamery, Watertown, Famous hot fudge **Branded**

Custom Source, Drink Maple, Concord, Maple Water **New**

Dancing Deer Baking Co., Boston, Gourmet baked goods

Doves and Figs, Arlington, Gourmet jams, preserves & conserves **Branded**

Dresden Stollen Co, North Grafton, Rich German bread

Effie's Homemade, LLC, Hyde Park, Homemade crackers & biscuits

Encore Specialty Foods, LLC, Hingham, Importer

Fancypants Baking Co. Walpole, Gourmet cookies

Fundelina, Ward Hill, <http://www.fundelinausa.com/> Imported hazelnut spreads **New**

Good Tastes Kitchen LLC, Newburyport, Empanadas **New**

Gordon's Gourmet, Sharon, <http://gordon-gourmet.com/about-us/> Importer

Gourmet Business, Trade Magazine

Hallmark Systems, Inc. Stoughton, Packaging

Harbor Sweets Inc., Salem, Hand crafted chocolates

Healthy Life Brands LLC, Wellesley, Veggie Fries **Branded**

Houghton Mifflin Harcourt, Boston, Publisher

Klara's Gourmet Cookies LLC, Lee, European cookies **Branded**

Lara's Cuisine, Duxbury, Pestos and relishes **New**

Leavitt Corporation, Everett, Peanut butter

M & M Label Company Inc, Malden, Labels

McCrea's Candies, Hyde Park, Unique flavored caramels

Melville Candy Company, Weymouth, Candy

Mocktail Beverages, Wenham, Cocktails without alcohol **New**

Motto, Milton, Healthy tea **Branded**

New England Cranberry Co, Lynn, Innovation cranberry based products

New England Herbal Foods, Boston, Imported snacks

NE Natural Bakers, Greenfield, Granola & bars

Organic Living Superfoods, Walpole, Organic, raw, vegan, gluten-free, dairy-free ingredients **New**

Panorama Foods Inc, Braintree, Crackers, toppings

Polar Beverages, Avon, Flavored beverages **New**

Powell & Mahoney, Salem, Cocktail mixes

New Pure 7 Chocolates, Carlisle, Chocolates sweetened with honey **New**

Q's Nuts, Somerville, Flavored nuts **Branded**

Sauces 'n Love, Inc., Lynn, Unique sauces to complete a meal

Savory Importing, Framingham, Importer

Seacrest Foods International, Lynn, Artisanal cheeses including from MA

Sid Wainer & Son Specialty Produce and Foods, New Bedford

Stirrings, LLC, Mansfield, Fun cocktail mixers

Strawberry Hill Grand, Everett, Artisan lollipops, chocolate

Stuffed Foods, Wilmington, Center-of-the-plate, sides, and appetizers **New**

Taza Chocolate, Somerville, Gourmet chocolate and bars

Tea Forte Inc, Concord, Award winning tea

Venus Waters Inc, Hingham, Gourmet crackers

Vermints Inc, Braintree, Mints

Victoria Gourmet Inc, Woburn, Spice blends

Zesty Cookie Company, Boxford, **New, Branded**